

Message Text

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AMCONSUL BREMEN

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AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS BONN 4519

USIAC

USIA PASS COMMERCE

E.O. 11652: N/A

SUBJECT: PROMOTING TOURISM AT AMERICA HOSE STUTTGART

1. EIGHTY-SEVEN TRAVEL SPECIALISTS FROM THE STATE OF BADEN-WUERTTEMBERG ATTENDED A THREE-HOUR "VISIT USA" SEMINAR ORGANIZED BY STUTTGART AMERICA HOSE AT THE CENTER MARCH 14. AS PRESS ECHO HAS SHOWN, THE EVENT, CO-SPONSORED BY PANAM WHICH BORE ALL COSTS, HAD STRONG POSITIVE IMPACT ON INTEREST IN TOURIST TRAVEL TO US.

2. THE SEMINAR WAS PRECEDED BY A PRESS CONFERENCE FEATURING PATRICIA MAUCERI, NEW YORK'S 1974 SUMMER FESTIVAL QUEEN, AND JOHN FANELLI OF THE NEW YORK CONVENTION AND VISITORS' BUREAU. PROGRAM INPUT FROM AMERICAN EXPRESS, GREYHOUND AND AMERICAN AIRLINES, ALL OF WHOM HAD REPRESENTATIVES THERE, EFFECTIVELY WIDENED SCOPE OF THE SEMINAR. IT WAS ATTENDED BY REPORTERS FROM BOTH MAJOR STUTTGART PAPERS, PRESS OUTSIDE THE STATE CAPITAL, TELEVISION, AND LOCAL RADIO. ALL HAVE NOW CARRIED

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PAGE 02 BONN 04519 212235Z

EXTENSIVE AND FAVORABLE REPORTS ON THE EVENT.

3. SEMINAR WAS OPENED BY CONSUL GENERAL JAMES RUCHTI AND COVERED IN DETAIL THE LATEST TOURS, TARIFFS, AND TRANSPORTATION POSSIBILITIES IN THE USA. THE USIS FILM "ONLY IN AMERICA" WAS SHOWN AND A TRAVEL EXHIBIT PRODUCED BY PANAM AND USIS WAS ON DISPLAY. PANAM AND OTHER AMERICAN TRAVEL REPRESENTATIVES EXPRESSED SATISFACTION AT EXCELLENT ATTENDANCE AND THE EXTENSIVE COVERAGE BY THE MEDIA. PANAM'S RECEPTION, IN ADDITION TO USUAL FARE, FEATURED APPLE PIE -- AND BUBBLE GUM FOR THE ADVENTUROUS.

4. VISIT USA PROGRAM FOR THE GENERAL PUBLIC, WITH FILMS, EXHIBITS, AND TALKS ON HOW BEST TO VISIT AMERICAN WILL BE HELD IN AH IN APRIL. RUSSELL

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